

| | | | | | | | | | |
|------------|---------|------|---|--------|----------|----------------|-----------------------------|----------------|--------------------|
| Rep Order# | 7912483 | Ver# | 2 | Status | Returned | Traffic Order# | 25390 | Printed: | 10/16/2012 9:00 AM |
| EC'd | Yes | | | | | | | Last Received: | 10/15/2012 8:36 AM |
| | | | | | | | Showing Buylines: All Lines | | |

2 of 7

Printed: 10/16/2012 9:00 AM
Last Received: 10/15/2012 8:36 AM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/CD4/R
Estimate# C16C22
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C16C22
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|---------------------------------|--------|-------------------|---------|------|-------------|------------|----------|-------------|
| --- | ---- | ----- | ---- | ---- | ----- | ----- | ----- | ----- |
| 12 | M | STUDIO 5 | 11A-12P | :30 | 10/22-10/22 | 1 | \$55.00 | 1 |
| Rating: 1.1 | | | | | | | | |
| *13 | W-F | NEWS @ NOON | 12P-1P | :30 | 10/17-10/19 | 3 | \$160.00 | 3 |
| Rating: 2.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 2x na \$330 | | | | | | | | |
| 16 | M | NEWS @ NOON | 12P-1P | :30 | 10/22-10/22 | 1 | \$160.00 | 1 |
| Rating: 2.1 | | | | | | | | |
| *17 | TU-F | TODAY SHOW 3 | 1P-2P | :30 | 10/16-10/19 | 4 | \$55.00 | 4 |
| Rating: 0.9 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 4x na, \$290 | | | | | | | | |
| 21 | M | TODAY SHOW 3 | 1P-2P | :30 | 10/22-10/22 | 1 | \$55.00 | 1 |
| Rating: 0.9 | | | | | | | | |
| *22 | TU-W,F | DAYS OF OUR LIVES | 2P-3P | :30 | 10/16-10/19 | 3 | \$80.00 | 3 |
| Rating: 1.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 3x na, \$260 | | | | | | | | |
| 25 | M | DAYS OF OUR LIVES | 2P-3P | :30 | 10/22-10/22 | 1 | \$80.00 | 1 |
| Rating: 1.1 | | | | | | | | |
| *26 | TU-TH | DR PHIL | 3P-4P | :30 | 10/16-10/18 | 3 | \$50.00 | 3 |
| Rating: 1.1 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 3x na, \$175 | | | | | | | | |
| 29 | M | DR PHIL | 3P-4P | :30 | 10/22-10/22 | 1 | \$50.00 | 1 |
| Rating: 1.1 | | | | | | | | |

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EC'd Yes Last Received: 10/15/2012 8:36 AM Showing Buylines: All Lines

3 of 7

Printed: 10/16/2012 9:00 AM
Last Received: 10/15/2012 8:36 AM
Showing Buylines: All Lines

Traffic Order# 25390

Status Returned

Ver# 2

7912483

Rep Order#
EC'd Yes

| | | | |
|------------|-----------------------|------------------|-------------------------|
| Station | KSL-TV SALT LAKE CITY | Agency | () SMART MEDIA GROUP |
| Advertiser | () LOVE, MIA | | 814 KING ST, SUITE 400 |
| Product | LOVE/CD4/R | | ALEXANDRIA, VA 22314 |
| Estimate# | C16C22 | Agency C/P1/P2/E | LOVE/ORDR/C16C22 |
| Buyer | Patricia Dome | Flight Dates | 10/16/2012 - 10/22/2012 |
| Phone# | | Hiatus Weeks | |

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

| In | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|---------------------------------|-------|----------------|-----------|------|-------------|------------|----------|-------------|
| --- | ---- | ----- | ---- | ---- | ----- | ----- | ----- | ----- |
| 30 | SU | SUNDAY EDITION | 9A-930A | :30 | 10/21-10/21 | 1 | \$100.00 | 1 |
| Rating: 1.7 | | | | | | | | |
| *31 | SU | MUSIC & SPOKEN | 930A-10A | :30 | 10/21-10/21 | 1 | \$350.00 | 1 |
| Rating: 5.4 | | | | | | | | |
| Station Remark: V2 1x na \$550 | | | | | | | | |
| 32 | SU | MORMON TIMES | 10A-1030A | :30 | 10/21-10/21 | 1 | \$100.00 | 1 |
| Rating: 4.3 | | | | | | | | |
| *33 | TU-TH | KATIE | 4P-5P | :30 | 10/16-10/18 | 3 | \$140.00 | 3 |
| Rating: 2.0 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 3x na, \$300 | | | | | | | | |
| 36 | M | KATIE | 4P-5P | :30 | 10/22-10/22 | 1 | \$140.00 | 1 |
| Rating: 2.0 | | | | | | | | |
| *37 | TU-TH | TODAY | 5A-6A | :30 | 10/16-10/18 | 3 | \$10.00 | 3 |
| Rating: 0.7 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 3x na, \$115 | | | | | | | | |
| 40 | M | TODAY | 5A-6A | :30 | 10/22-10/22 | 1 | \$10.00 | 1 |
| Rating: 0.7 | | | | | | | | |
| *41 | TU-F | TODAY 2 | 6A-7A | :30 | 10/16-10/19 | 4 | \$200.00 | 4 |
| Rating: 2.2 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| Station Remark: V2 4x na, \$525 | | | | | | | | |
| *45 | M | TODAY 2 | 6A-7A | :30 | 10/22-10/22 | 1 | \$200.00 | 1 |
| Rating: 2.2 | | | | | | | | |
| Station Remark: V2 1x na, \$525 | | | | | | | | |

Rep Order# 7912483 Ver# 2 Status Returned Traffic Order# 25390 Printed: 10/16/2012 9:00 AM 4 of 7
EC'd Yes Last Received: 10/15/2012 8:36 AM
Showing Buylines: All Lines

| | | | |
|------------|-----------------------|------------------|-------------------------|
| Station | KSL-TV SALT LAKE CITY | Agency | () SMART MEDIA GROUP |
| Advertiser | () LOVE, MIA | | 814 KING ST, SUITE 400 |
| Product | LOVE/CD4/R | | ALEXANDRIA, VA 22314 |
| Estimate# | C16C22 | Agency C/P1/P2/E | LOVE/ORDR/C16C22 |
| Buyer | Patricia Dome | Flight Dates | 10/16/2012 - 10/22/2012 |
| Phone# | | Hiatus Weeks | |

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|-----|-----|---------|------|-----|-------|------------|------|-------------|
| --- | --- | ----- | --- | --- | --- | --- | --- | --- |

| | | | | | | | |
|-------------|------|-------|-----|-------------|---|----------|---|
| *46 | TU-F | 7A-8A | :30 | 10/16-10/19 | 4 | \$600.00 | 4 |
| TODAY | | | | | | | |
| Rating: 2.7 | | | | | | | |

Station Remark: V2 4x na, \$1300

Rating: 2.0

Buyline Comment: 1/DAY

Station Remark: V2 1x na, \$225

| | | | | | | | | |
|-------------|----|----------------|-------|-----|-------------|---|---------|---|
| 55 | SU | MEET THE PRESS | 8A-9A | :30 | 10/21-10/21 | 1 | \$10.00 | 1 |
| Rating: 2.2 | | | | | | | | |

| | | | | | | | | |
|-------------|------|-----------|---------|-----|-------------|---|----------|---|
| *56 | TU-F | NEWS @ 5P | 5P-330P | :30 | 10/16-10/19 | 4 | \$375.00 | 4 |
| Rating: 3.6 | | | | | | | | |

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Product LOVE/CD4/R
Estimate# C16C22
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Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|-----|-------|----------------|---------|-----|-------------|------------|----------|-------------|
| *65 | TU-TH | KSL 5 NWS-6:30 | 630P-7P | :30 | 10/16-10/18 | 3 | \$400.00 | 3 |

Rating: 3.7
Buyline Comment: 1/DAY

Station Remark: V2 3x na, Tu,Th,F \$1300

| | | | | | | | | |
|----|---|----------------|---------|-----|-------------|---|----------|---|
| 68 | M | KSL 5 NWS-6:30 | 630P-7P | :30 | 10/22-10/22 | 1 | \$400.00 | 1 |
|----|---|----------------|---------|-----|-------------|---|----------|---|

Rating: 3.7

| | | | | | | | | |
|-----|----|----------|---------|-----|-------------|---|----------|---|
| *69 | SA | 6PM NEWS | 6P-630P | :30 | 10/20-10/20 | 1 | \$185.00 | 1 |
|-----|----|----------|---------|-----|-------------|---|----------|---|

Rating: 3.6

Station Remark: V2 1x na, \$380

| | | | | | | | | |
|----|----|------|---------|-----|-------------|---|----------|---|
| 70 | SU | NEWS | 4P-430P | :30 | 10/21-10/21 | 1 | \$135.00 | 1 |
|----|----|------|---------|-----|-------------|---|----------|---|

Rating: 1.6

| | | | | | | | | |
|-----|------|--------------|-------------|-----|-------------|---|----------|---|
| *71 | TU-F | TONIGHT SHOW | 1035P-1135P | :30 | 10/16-10/19 | 4 | \$350.00 | 4 |
|-----|------|--------------|-------------|-----|-------------|---|----------|---|

Rating: 4.2

Buyline Comment: 1/DAY

Station Remark: V2 4x na, \$800

| | | | | | | | | |
|----|---|--------------|-------------|-----|-------------|---|----------|---|
| 75 | M | TONIGHT SHOW | 1035P-1135P | :30 | 10/22-10/22 | 1 | \$350.00 | 1 |
|----|---|--------------|-------------|-----|-------------|---|----------|---|

Rating: 4.2

| | | | | | | | | |
|----|------|------------|-------------|-----|-------------|---|---------|---|
| 76 | TU-F | LATE NIGHT | 1135P-1235A | :30 | 10/16-10/19 | 4 | \$50.00 | 4 |
|----|------|------------|-------------|-----|-------------|---|---------|---|

Rating: 1.9

Buyline Comment: 1/DAY

| | | | | | | | | |
|----|---|------------|-------------|-----|-------------|---|---------|---|
| 80 | M | LATE NIGHT | 1135P-1235A | :30 | 10/22-10/22 | 1 | \$50.00 | 1 |
|----|---|------------|-------------|-----|-------------|---|---------|---|

Rating: 1.9

| | | | | | | | | |
|-----|----|------------|-------------|-----|-------------|---|----------|---|
| *81 | SU | SPORTSBEAT | 1035P-1105P | :30 | 10/21-10/21 | 1 | \$280.00 | 1 |
|-----|----|------------|-------------|-----|-------------|---|----------|---|

Rating: 2.2

Station Remark: V2 1x na, \$750

Station KSL-TV SALT LAKE CITY Agency () SMART MEDIA GROUP Rep Firm () WASHINGTON

Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () JAMIE ANDRUS

Product LOVE/CD4/R ALEXANDRIA, VA 22314 Salesperson ()

Estimate# C16C22 Agency C/P1/P2/E LOVE/ORDR/C16C22 Salesperson Phone# 202-872-1155

Buyer Patricia Dome Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX#

Phone# Hiatus Weeks

Fax#

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|-----|-----|---------|------|------|-------|------------|-------|-------------|
| --- | --- | ----- | ---- | ---- | ----- | ----- | ----- | ----- |

*94 TH 10/11 ONLY 9P-10P :30 10/18-10/18 1 \$1,100.00 1

Rating: 2.1 Station Remark: V2 1x na, \$1600

---REPORT TOTALS---

Report Totals: 94 / \$32,980.00

---SALES MONTHLY TOTALS---

Oct 12: 94 / \$32,980.00

Sales Totals: 94 / \$32,980.00

Station Totals: 94 / \$32,980.00

Lines not sent/rcld/rtm: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|---------|---------|----------|---------|
| Market Totals | \$164,900 | CABL 0% | KJZZ 0% | KSL 20% | KSTU 0% | KTVX 0% |
| | | KUCW 0% | KUTV 0% | NSL 0% | UNKN 80% | |

Books null

Demos RA35+